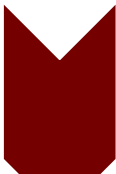


# Implementing a Green Microfinance Strategy

- CONTACTAR Colombia -



# Agenda



What is Green Microfinance



Why Green Microfinance



Scaling Up Contactar's Green MF Initiative

# Triple Bottom Line



## Environmental

- CO2 emission reduction
- Scale of Impact

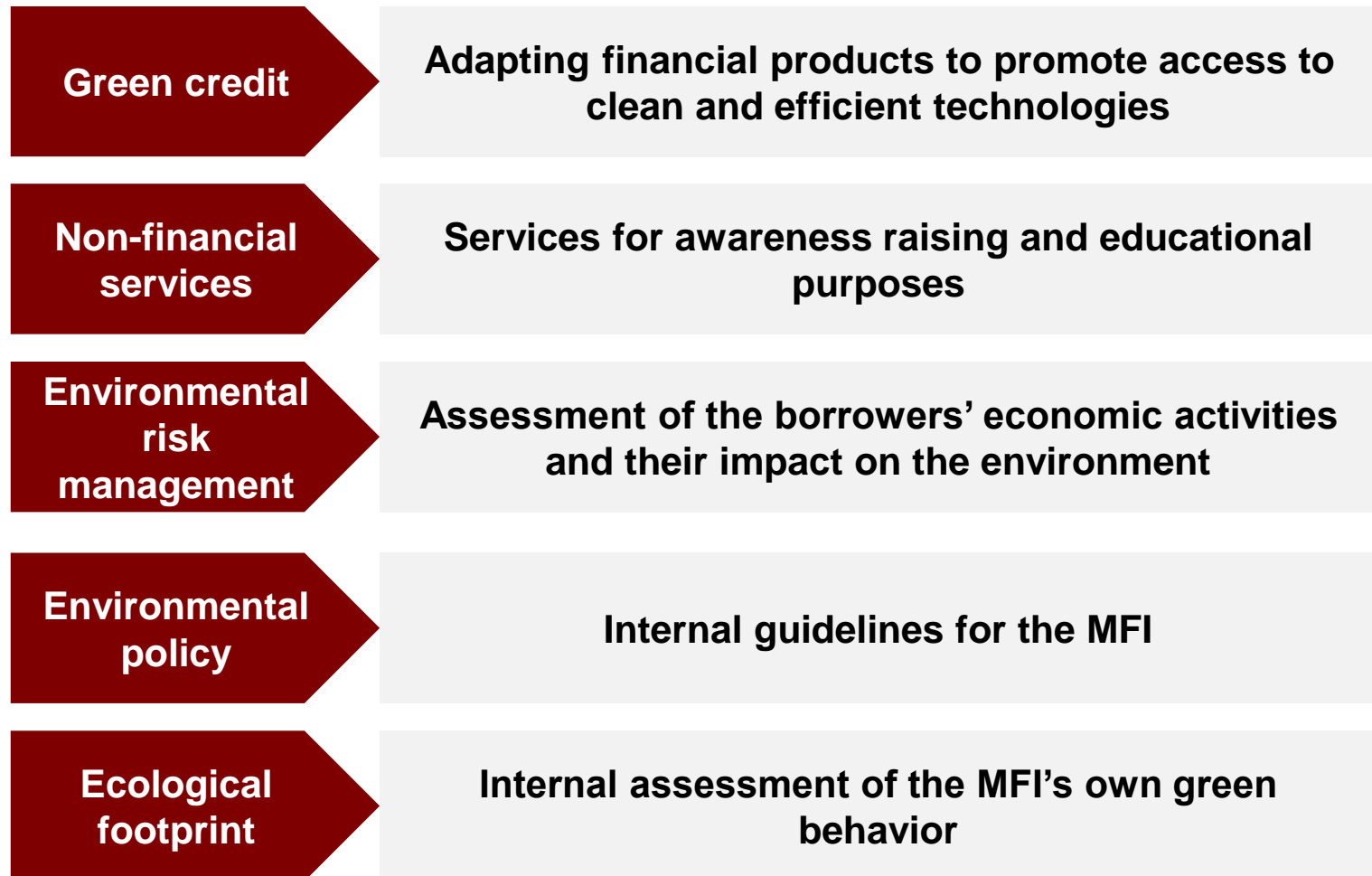
## Economic

- New business lines
- High profitability

## Social

- Education, Health, Water

# What is Green Microfinance



# Why Green Microfinance?



Risk Diversification

Competitive Advantage

Market Opportunities

Scale

Social Responsibility

# Scaling Up Contactar's Green MF Initiative



## 0. Status quo Assessment

### Green Products

- Improved Cooking Stoves
- Biodigestor
- Solar Crop Dryers for Coffee
- Water Tank and Water Filter

Citi Foundation



# Green Strategy Design



## Green credit

- Improving the green credit line by standardizing the technologies, internal capacity building and promotion

## Non-financial services

- Preferential credit conditions for clients mitigating environmental risks of their activities

## Environmental risk management

- Environmental risk assessment of clients' activities

## Ecological footprint

- Measure internal footprint
- Reducing water, electricity, waste

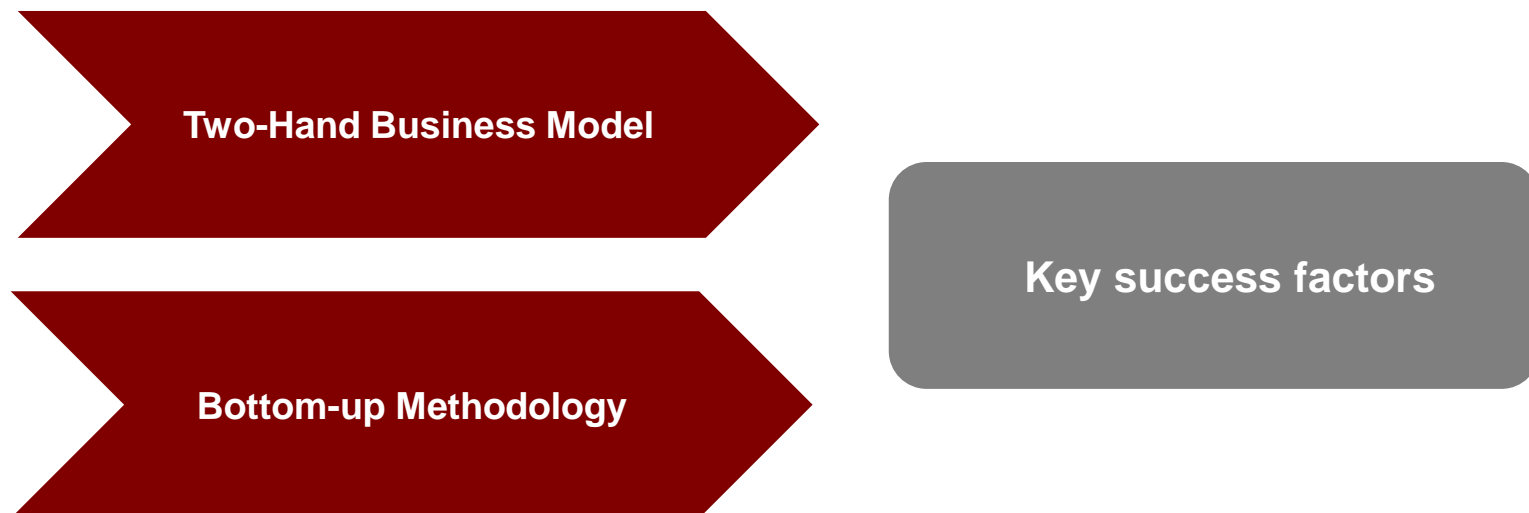
## Environmental policy

- Including Contactar's green performance in its annual report
- Contactar's Green Profile for impact investors

# Systematic Approach

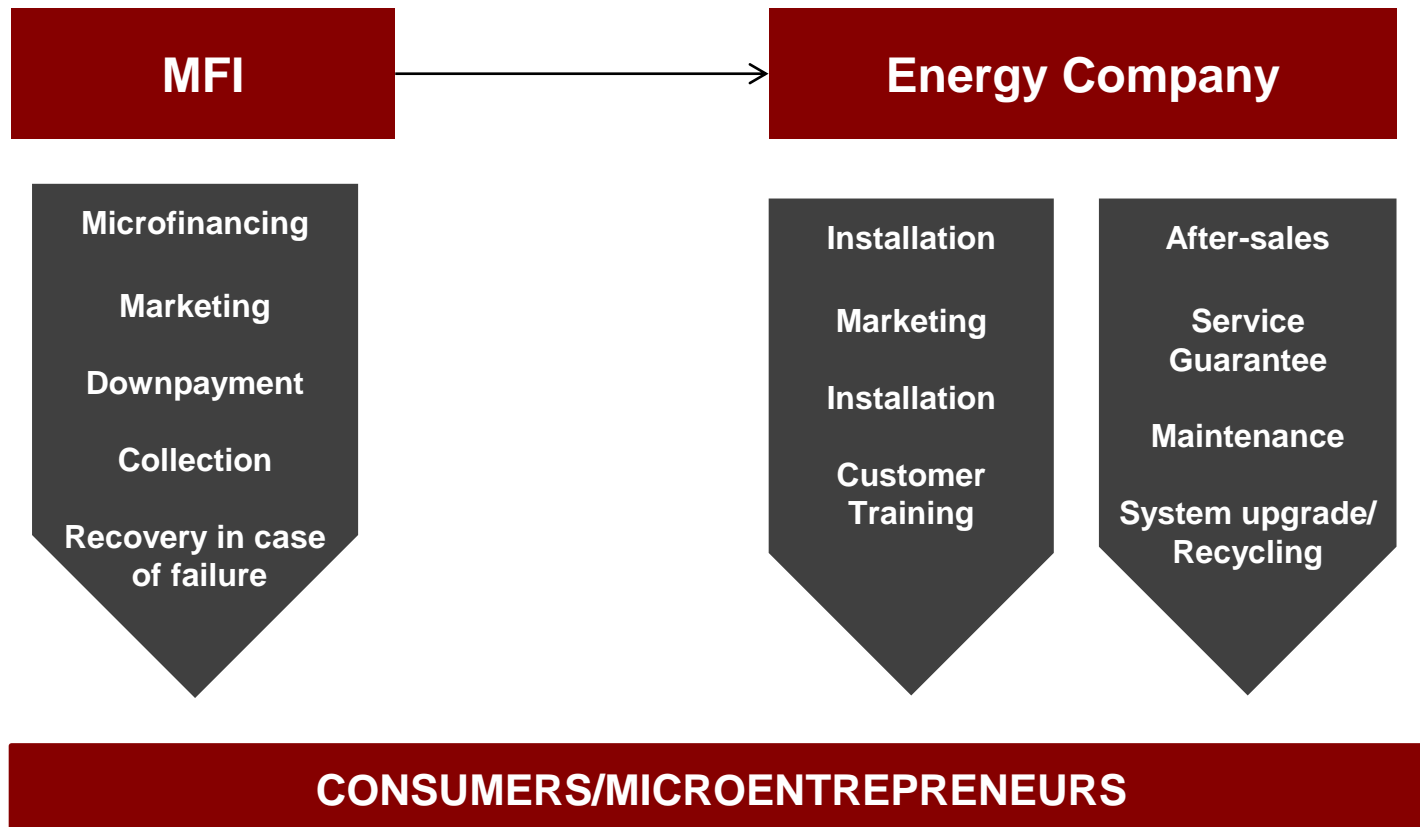


Implementing a green microfinance strategy on the institutional level

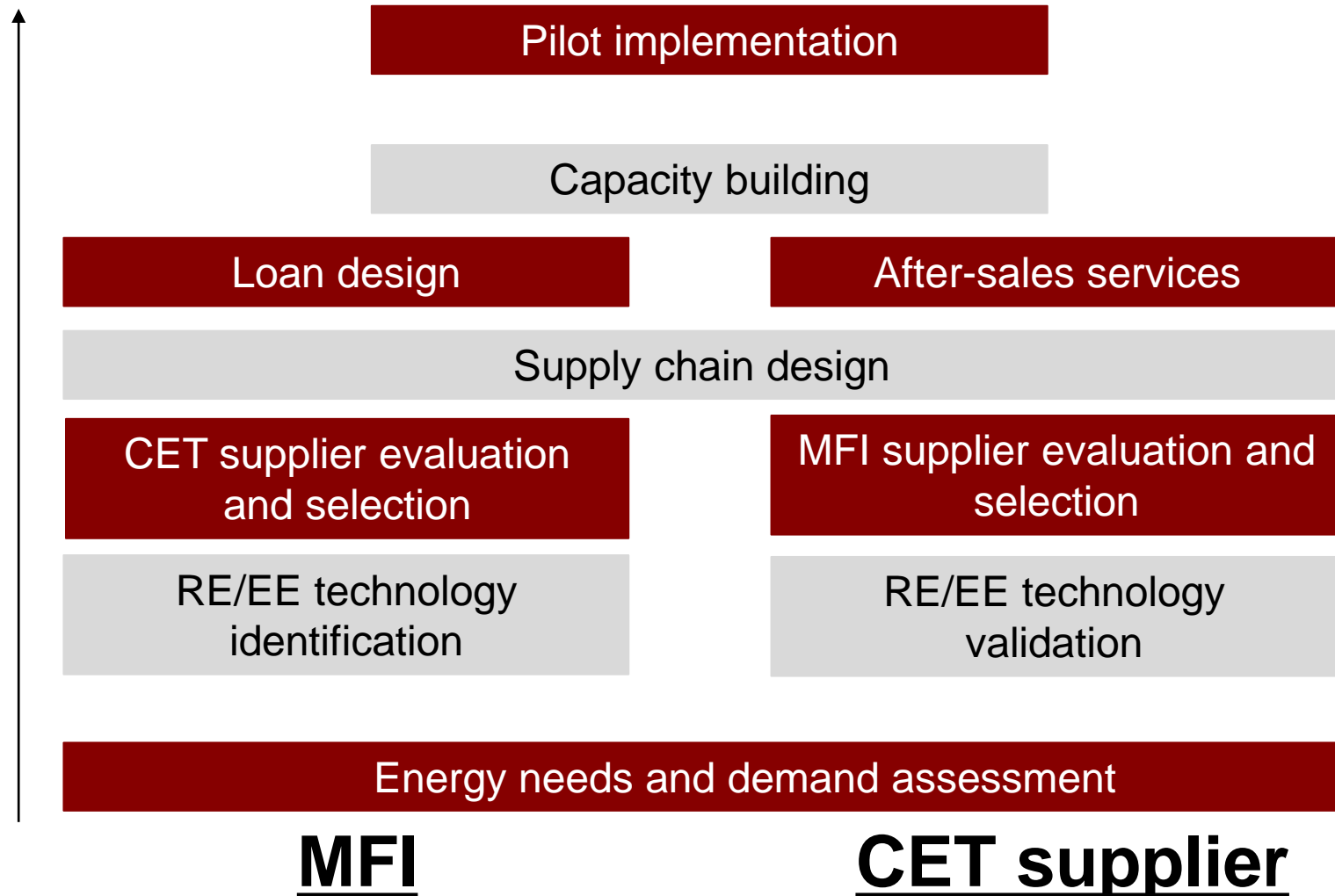




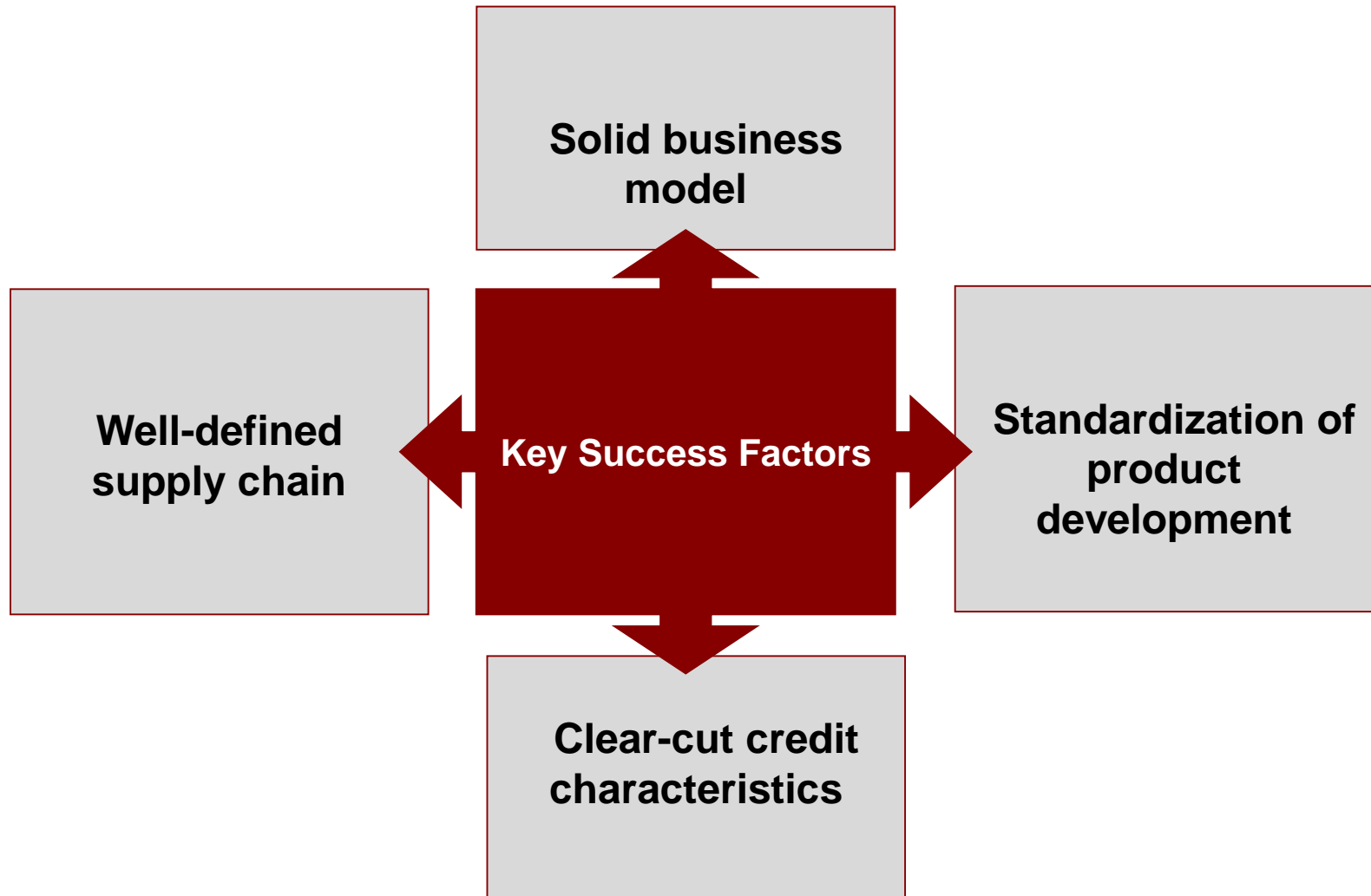
# Two-Hand Business Model



# Bottom-up Methodology



# Key Success Factors



# Our support:

**Green Index**

**Greening the institution**

**Refinancing the green portfolio**

**Needs assessment of clients**

**Identifying technologies for end-users**

**Green inclusive business**

**models**

*raluca.dumitrescu@microenergy-international.com*

*daniel.philipp@microenergy-international.com*

**[www.microenergy-international.com](http://www.microenergy-international.com)**

